WHAT IS CLAIMED IS

1. A method of reducing expression of a target polynucleotide in a plant cell, the method comprising, altering the target polynucleotide in the plant cell by targeted gene modification to produce an active RDS element within the targeted polynucleotide, wherein expression of the target polynucleotide is reduced.

2. The method of claim 1, wherein the plant cell is a monocot plant cell.

3. The method of claim 1, wherein the targeted gene modification is performed by a site-specific recombination method.

4. The method of claim 1, wherein the targeted gene modification is performed by a method using an oligonucleotide.

5. The method of claim 4, wherein the oligonucleotide contains a modified base.

6. The method of claim 4, wherein the oligonucleotide contains a cationic residue.

7. The method of claim 4, wherein the oligonucleotide contains a linked nucleic acid residue.

8. A plant cell made by the method of claim 1.

9. A method of destabilizing mRNA encoded by a target polynucleotide in a plant cell, the method comprising:

   a. introducing an oligonucleotide into the plant cell, said oligonucleotide being designed to produce at least one active RDS element in the target polynucleotide;

b. maintaining the oligonucleotide within the nucleus of the plant cell whereby the mRNA of the target polynucleotide is destabilized.

10. The method of claim 9, wherein the oligonucleotide contains at least one modified base.

11. The method of claim 9, wherein the oligonucleotides contains a cationic residue.

12. The method of claim 9, wherein the oligonucleotides contains a linked nucleic acid residue.

13. The method of claim 19, wherein the oligonucleotide is selected from the group consisting of SEQ ID NO: 4 and SEQ ID NO: 8.

14. A plant cell made by the method of claim 9.

15. A method of reducing expression of a target polynucleotide in a plant cell, the method comprising:

a. introducing an oligonucleotide into the plant cell, said oligonucleotide being designed to produce an active RDS element within the target polynucleotide;

b. maintaining the oligonucleotide within the nucleus of the plant cell whereby the expression of the target polynucleotide is reduced.

16. The method of claim 15, wherein the oligonucleotide contains at least one modified base.

17. The method of claim 15, wherein the oligonucleotides contains a cationic residue.

18. The method of claim 15, wherein the oligonucleotides contains a linked nucleic acid residue.

19. The method of claim 15, wherein the oligonucleotide is selected from the group consisting of SEQ ID NO: 4 and SEQ ID NO: 8.

20. A plant cell made by the method of claim 15.